

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:
Schein et al.

Application No.: 09/810,324

Confirmation No.: 9059

Filed: March 16, 2001

Art Unit: 2421

For: SYSTEMS AND METHODS FOR LINKING
TELEVISION VIEWERS WITH
ADVERTISERS AND BROADCASTERS

Examiner: O. S. Parra

SUPPLEMENTAL INFORMATION DISCLOSURE STATEMENT (IDS)

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

Pursuant to 37 CFR 1.56, 1.97 and 1.98, the attention of the Patent and Trademark Office is hereby directed to the references listed on the attached PTO/SB/08. It is respectfully requested that the information be expressly considered during the prosecution of this application, and that the references be made of record therein and appear among the "References Cited" on any patent to issue therefrom.

This Supplemental Information Disclosure Statement, pursuant to 37 CFR 1.114(c), accompanies the Request for Continued Examination (37 CFR 1.114) submitted herewith.

In accordance with 37 CFR 1.98(a)(2)(ii), Applicant has not submitted copies of U.S. patents and U.S. patent applications.

In accordance with 37 CFR 1.97(g), the filing of this Supplemental Information Disclosure Statement shall not be construed to mean that a search has been made or that no other material

information as defined in 37 CFR 1.56(a) exists. In accordance with 37 CFR 1.97(h), the filing of this Supplemental Information Disclosure Statement shall not be construed to be an admission that any patent, publication or other information referred to therein is “prior art” for this invention unless specifically designated as such.

It is submitted that the Supplemental Information Disclosure Statement is in compliance with 37 CFR 1.98 and the Examiner is respectfully requested to consider the listed references.

Applicant believes no fee is due with this response. However, if a fee is due, please charge our Deposit Account No. 06-1075 from which the undersigned is authorized to draw.

Dated: January 29, 2010

Respectfully submitted,

By /Miranda J. Ha/
Miranda J. Ha
Registration No.: 65,073
ROPES & GRAY LLP
Attorneys/Agents For Applicant
Customer No. 75563